

Doing it BETTER

ADELAIDE, OCTOBER 10-12 2024



Thursday - Expo Day

Time	Ballroom A	Ballroom B	Balcony 1&2	Balcony 3&4
12pm	Saving \$ with your telecommunication plans Vodafone	Boost Cashflow - How bookkeepers are using machine learning to get paid GoCardless	Creating Confidence in how People are Paid Australian Payroll Association	Why Gathering Client Information is a Pain in the B...ank: 5 easy to action tips to turn the pain into profit Gatheroo
12:40pm	Cashflow Done Better MYOB	How to Streamline Your Clients' Inventory And Boost Their Bottom line with Fishbowl & AI Insights Fishbowl	Cyber Security and meeting your Legal Obligations Harvey Norman	
1:20pm	Spotting Risks of Trouble Ahead: Checking the Balance Sheet Can Save Thousands de Jonge Read	Exploring XBert Work Intelligence Xbert	From Extraction to Insight: The power of Dext's New Bookkeeping Automation Platform Dext	Quick start your bookkeeping with QuickBooks Intuit Quickbooks
2pm	Engagements & payments made easy with Ignition Ignition	Annature launches Payments solution Annature	5 Hacks for Self-Implementing your Tech Stack Clarity Street	From Compliance to Convenience: How Reckon's Next Generation Business Solutions are delivering affordable innovation. Reckon
2:40pm	Why you must join HR Central Partner Program HR Central	Turning AP & AR into revenue-generating activities ApprovalMax	AI and Automation Delivers Powerful Video Reporting to Clients Digital Rapport	eInvoicing – the future of small business ATO
3:20pm	MyGov & Director Penalty Notices: A Practical Guide de Jonge Read	Women and Super - Bridging the gap together AustralianSuper	Innovation and AI done better in Xero Xero	
4:00pm	BAS Done Better MYOB	Get PI & Cyber Insurance in minutes Accountancy Insurance	How Smart Bookkeepers Master Opportunity – What are you leaving on the table? My Mortgage Freedom	How Open Banking will impact bookkeepers and their clients Acassis
4:40pm	All-In-One Website and Marketing Software That Rocks Oncord	Benefits of Outsourcing TOA	Discover Smarter Document Processing with BGL BGL	FX 2.0 - Challenging the idea of how much a single app can automate your bookkeeping process OFX
5:15pm-7pm	<p>Networking Event: A Taste of South Australia (Sponsored by GoCardless)</p> <p>Following our Expo Day don't miss our opening night Networking Event, with a twist! This year we have Toast The Locals joining us for our 'A Taste of South Australia'! This is a first-hand opportunity to meet local Artisan food, wine and eco-living producers, sample their delicious produce and buy some to take home and share with your family and friends.</p>			



Friday (am)

8:00am

Registration and Expo Opens

Early risers win! Doors are open, get ready for fun and learning!

Get in early, grab your lanyard, check out the sponsors around the Expo area, and settle in for a day of learning and fun!

8:30am

Opening Remarks

9:00am

Dr Alan D. Thompson - Keynote

Opening Keynote

A world-renowned expert in artificial intelligence (AI), specialising in the augmentation of human intelligence, and advancing the evolution of 'integrated AI'. A former chairman for Mensa International's gifted families, Alan applies a rigorous background in human intelligence to artificial intelligence.

10:00am

Paul Robson - MYOB

Doing it better: Helping Business Start, Survive and Succeed

Join MYOB CEO Paul Robson as he shares insights from his first year at the helm of Australia's leading business management platform, key trends impacting the bookkeeping profession, and how MYOB is transforming to meet the future needs of bookkeepers and their clients.

10:40am

Morning Tea

Take a quick break, say hi to a few of the sponsors in the Expo area, and grab a coffee before settling down for the rest of the morning's sessions.

11:15am

Hank de Jonge - de Jonge Read

Bookkeeping in a High Insolvency Environment

Bookkeepers live and breathe their client's businesses and see the hardships business owners face on a daily basis, having to make tough decisions when cash flow is tight. As headlines highlight the growing rate of insolvencies across all shapes and sizes of business, we explore those things bookkeepers are uniquely positioned to identify and act on, often before the books get anywhere near an accountant. We will look at different options for clients in financial difficulty and how your client's personal assets can be better protected. These insights will be wrapped up in a practical case study to make this highly relevant and relatable.

11:55am

Damien Gooden - HR Central

The Growth of Bookkeepers in the Industry

Join HR Central CEO, Damien Gooden, in exploring the growth of a bookkeeper in the market place. From the days of the abacus to tech, bookkeepers are so much more than a valued outsource managing the finances of their clients. They are trusted advisors, who are looked at as a source of knowledge that extends their traditional role of expertise. With a focus on HR and the close relationship to payroll and compliance, Damien will provide key pointers as to how any bookkeeper can extend their service offering, secure new business and/or maintain trust and retention with existing clients, whilst protecting themselves from liability.



Friday (pm)

12:35pm

Lunch

Enjoy a long lunch and take in all that our Expo area has to offer!

1:35pm

Darren Hagarty - ABN

Tax & Super - The Year That Was and the Year Ahead

In this technical but practically grounded session, we review the biggest changes in the tax & super landscape throughout 2024, and look at what awaits in 2025. This session will deliver you important knowledge to not only be across the latest changes affecting your clients, but also your own affairs.

2:15pm

John Shepherd - Australian Government Department of Finance

Digital Identities - The Future of Australia's Digital ID System

The objective of Australia's Digital ID System is that it is secure, convenient, voluntary and inclusive. There are lots of myths around it, but with the successful passage of the Digital ID legislation through the parliament earlier this year, we are on course for its implementation from 1 December 2024. This will enable the expansion of the existing system to enable more choice of providers and start to reduce the over-sharing of identity information in our everyday lives. This will reduce costs and risks to businesses who are collecting and storing information.

2:55pm

Afternoon Tea

Take a quick break, say hi to a few of the sponsors in the Expo area, and grab some afternoon tea before settling down for the rest of the afternoon's sessions.

3:25pm

Sonia Corsini - ATO

Part 1: Payday Super

Payday Super is the most impactful change to Superannuation Guarantee since its inception. Due to commence in less than 2 years, it significantly impacts BAS Agents, employers, Clearing Houses, Super Funds, the ATO and employees. Understanding the impact of Payday Super on the payroll function is essential for all bookkeepers processing payroll. Get the latest update on the progress of this initiative direct from the ATO's Sonia Corsini (Assistant Commissioner Australian Taxation Office).

Panel Discussion: Jo Crumpton - ABA

Part 2: ABA Discussion Panel

Australian Bookkeepers Association (ABA) directors work tirelessly for its members in representing them in all the right government forums. This panel session features three of its directors together with ATO Co-Chair of the key BAS Agent consultative forum. Moderator Joanne Crumpton is joined by fellow ABA directors Kerrie Jarius and Peter Thorp as well as the ATO's Sonia Corsini as they discuss the current issues that are most relevant to BAS Agents and bookkeepers.

4:25pm

Trent McLaren - Journey

Using AI to Revolutionise Your Marketing

Unlock the potential of artificial intelligence to revolutionise your marketing efforts in this dynamic session designed specifically for bookkeepers. Learn how to develop a strategic marketing plan and automate your content creation process using cutting-edge AI tools. This session will provide you with the knowledge and practical steps to enhance your marketing efficiency, reach your target audience more effectively, and drive business growth.

5:05pm

Conference Close



Saturday (am)

8:00am

Expo Opens

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8:30am

Opening Remarks

8:45am

Amy Holdsworth - Clarity Street

Connected Apps to Optimise Your Business

Are you looking to enhance your bookkeeping practice? While there are many app options available, they alone cannot drive efficiency. To achieve optimal workflows, it's crucial to identify the appropriate app, role, and boundary for each task. By doing so, you can create a streamlined client experience that empowers you to deliver exceptional service and take control of client relationships with ease. This session will show you how to build a low-friction client lifecycle that elevates your bookkeeping practice!

9:25am

Louise Missen - Australian Payroll Association

Keeping up to date with the rapidly changing payroll landscape

Join Louise as she navigates the evolving landscape of payroll. Delve into the latest updates and upcoming changes that are impacting payroll. Gain invaluable insights as Louise addresses the most pressing questions and intricate challenges encountered by payroll professionals today. Don't miss this opportunity to stay ahead in the ever-changing world of payroll management.

10:05am

Morning Tea

Take a quick break, say hi to a few of the sponsors in the Expo area, and grab a coffee before settling down for the rest of the morning's sessions.

10:45am

Practical Workshops

Come away with practical tips, tricks and takeaways to implement AI, innovation and technology in your bookkeeping practice

Hosted by a range of event Sponsors, chose one workshop from each session to attend. See the next page for workshop options.



Saturday (workshops)

10:50am

Workshop Session 1 - Choose from:

Stream A

Strategic Pricing for Profit - using XBert (Cass Scott & Cameron Anderson)

In this session we will cover the following:

- Pre-engagement - the value of using XBert to see what is "under the hood" - how a data quality review can be a paid service line in your practice
- Strategic Pricing - clarity around what is rescue work and what is ongoing work - leveraging off the Health Check Reports, Client Comparative Reports and XBert Intelligence to provide more structure around pricing
- Pricing Conversations - how not to talk about pricing, but talk about outcomes - sell your knowledge and experience, not your time
- Pricing Review - leverage off XBert data and visualisations to know when to have repricing conversations - what also needs to be included in your letter of engagement

Stream B

Thinking, of Life and Business (Jacob Greenaway - Oncord)

Unlock the power of intentional thinking with Thinking, for Life and Business. Together, we'll explore how thinking shapes our decisions, actions, and ultimately, our position in life and business. We'll explore the process of clear thinking, uncover common obstacles, and introduce powerful mental models to supercharge your problem-solving skills. With practical strategies inspired by Design Thinking, you'll leave equipped with tools to think more effectively and solve the right problems in both your personal and professional life.

11:35am

Workshop Session 2 - Choose from:

Stream A

Process mapping: the answer to seamless client management (Michelle Timperley - Ignition)

Are you a bookkeeper aiming to improve efficiency and elevate your reputation as the go-to expert?

Join Ignition's Michelle Timperley for an insightful workshop on process mapping, your secret weapon for enhancing client and staff onboarding. By visualizing steps, integrations, and decision points, you'll gain clear insights into areas for improvement, with actionable steps you can implement immediately.

This session not only covers process mapping techniques but also showcases leading bookkeeping apps to help you build an app stack that works best for your business.

Embrace technology to stay ahead in 2024 and beyond.

Stream B

AI in Action: Transforming Bookkeeping with Practical Tools and Tips (David Cowling - Digital Rapport)

Discover how Artificial Intelligence (AI) will revolutionise bookkeeping in this practical session. Learn how AI-driven tools can streamline your workflow, improve accuracy, and automate routine tasks like reconciliations and reporting. You'll gain valuable insights on integrating AI into other areas of your business all while ensuring data security and maintaining personalized service. Stay ahead of the curve and explore the future of bookkeeping with AI!

12:20pm

Workshop Session 3 - Choose from:

Stream A

Drive Your Business Further with ABN (Leanne Lewis and Andrew Bradley - ABN)

Join us for an in-depth exploration of the ABN website and discover how it can propel your business forward.

This session is ideal for current members looking to update their knowledge of the ABN website, as well as non-members interested in discovering the benefits of the ABN Member Centre.

Stream B

Debunking 6 Common Offshoring Myths (Thomas Sutton - TOA Global)

Tom will dispel common myths surrounding outsourcing, revealing the truths behind each misconception. He'll present real-world insights into the strategic advantages that firms have gained through outsourcing, helping you understand how it can drive efficiency and growth.

Saturday (pm)

1:00pm

Lunch

Enjoy a long lunch and take in all that our Expo area has to offer!

2:00pm

Kellie Powell - ABN

The AI Driven Bookkeeper: Future-Proofing Your Practice

This panel session will explore how embracing AI can transform your practice. Gain practical takeaways that you can immediately implement in your business. The session will focus on:

- How embracing AI can solve problems and remove pain points
- What efficiencies can be gained
- What everyday tasks can be managed differently

2:40pm

Melissa McLaren - Services NSW

Driving Innovation and Success in Your Practice

Join Liss McLaren in this transformative session designed specifically for the bookkeeping community, where you will learn how to build and harness your creative confidence to drive innovation and success in your practice. This session will equip you with the mindset and tools needed to overcome creative barriers, embrace new ideas, and implement effective solutions tailored to the unique challenges of bookkeeping.

3:20pm

Afternoon Tea

Take a quick break, and grab some afternoon tea before settling down for the rest of the afternoon's sessions.

3:45pm

Janine Shepherd - Keynote

Closing Keynote

Janine takes her audiences on a roller-coaster ride of emotional, funny, and inspirational tales—many from her own life and borrowing from her intensive studies. Janine's TEDx talk is so compelling that Ted.com made it the talk of the day, and it's been viewed by millions worldwide. Janine's presentations are so engaging that you'll lose yourself in the excitement.

4:45pm

Closing Remarks

7:00pm-Late

The Biggest Afterparty!

After all the learning is done, you've networked with all our amazing sponsors, you've made friends with bookkeepers near and far, you've been inspired by our keynotes, and you've taken in all you can about AI, innovation and technology, it'll be time to let your hair down at ABN's iconic Bookkeeper Event After Party!

Cocktail attire is encouraged, so dust off your frocks and bring along your dancing shoes!

